

Holly Hegeman is founder, CEO and publisher of *PlaneBusiness Banter*, the most widely read weekly subscription publication covering the airline industry. The publication, which was founded in 1997, covers operations, labor relations, distribution and IT, management strategies, communications, and financial analysis of the U.S. airline industry, as well as select international carriers.

Holly paid her dues both on Wall Street, and as a consultant to then American Airlines Chairman and CEO Bob Crandall. Herb Kelleher, former Chairman and CEO of Southwest Airlines has said of Holly, "I used Holly for my competitive intelligence when I was CEO, because she always told me what was going on in the industry before anyone else. And she was always right. She tells it like it is. Oh, and she's funny and irreverent as hell too!"

Holly was heavily involved in the coverage of the American Airlines bankruptcy and the airline's subsequent merger with US Airways. Her weekly column, "AMR Bankruptcy Follies" which ran in *PlaneBusiness Banter*, was widely regarded as a "must read" for the most thorough take on the merger. Holly is a frequent keynote speaker at *Business Travel News* corporate travel programs, and various airline industry conferences, has appeared on such news outlets as PBS NewsHour, CNBC, CNN, and NPR, and has been quoted widely in such publications as *The New York Times*, *Wall Street Journal*, and *USA Today*.

